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Approved For Release 2000/04/18 : CIA-RDP80-01065A000300120014-7
PSB STAFF STUDY: IMPROVEMENT OF STAFF PROCEDURES DEVELOPMENT OF
NATIONAL PSYCHOLOGICAL STRATEGY PLANS

PROPOSED STANDARD PSB PLANNING FORM

Insert for page 2, following Section 6 --

7. ^{Factors} Evaluation Requirements (no asterisk)

- a. Analysis of potential results which should be looked for as evidence of the attainment, [in varying degrees,] of basic objectives; establishment of specific criteria, against which accomplishments and their significance can ultimately be evaluated. [Desired policy decisions by the government concerned, election results, measurable target audience reaction, etc.]
- b. Definition of specific intelligence requirements (apart from operational reports) which should be placed on intelligence production units of member agencies in order to insure continuing coverage of target area developments, both those which tend to reflect the attainment of planned objectives and those which indicate deterrents -- [among the latter, the scope and success of the Communist psychological effort in particular.]

Insert for ANNEX B: DOCTRINE AND PROCEDURE -- add the following section at the end:

A " G. Evaluation of Results

From the time a plan is first conceived through the period of its implementation, particular attention shall be given to defining the specific results which may be taken as evidence of the attainment of general objectives. Appropriate action assignments shall be made to member agencies for the continuing provision of intelligence or information which might indicate success or failure to achieve these results, and the reasons therefor.

Recommendations

PP/OPS/EVAL/WRJ:thb
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